ABSTRACT OF THE DISCLOSURE

An ultrasonic diagnostic apparatus transmits ultrasonic pulses relevant to each scanning line twice, for example, while changing a center frequency of a bandwidth; acquires an electrical receiving signal that corresponds to an ultrasonic echo for such each transmission; applies filter processing with characteristics in accordance with a bandwidth of a harmonic component of a respective one of two receiving signals received for each scanning line; synthesizes the thus processed two receiving signals; and generates / displays an image by using the synthesized receiving signal. In this manner, the resolution and signal intensity in a depth direction is improved by broadening the bandwidth of a harmonic component provided for image generation, and a harmonic image having an occurrence of a motion artifact restrained is provided.